



-For Immediate Release-

Over 9700 School Children Participate in Inaugural KidSport™ Day in Alberta

Edmonton – December 1, 2009. On September 18, 2009, 43 Alberta schools participated in the inaugural KidSport Day. As a result of this initiative, 9761 participants from K-9 across the province participated in a modified version of Athletics Canada's Run, Jump, Throw program. The Run, Jump, Throw program emphasizes basic physical activity and movement skills in an easy to execute curriculum. This was the largest one-day Run, Jump, Throw event held in Alberta in 2009.

"We were thrilled with how our first KidSport Day came together. Getting youth active is important to their physical and social development and well-being, and we look forward to growing this program and reaching even more kids next year", said Diane Jones Konihowski, Provincial Chair of KidSport Alberta and c-chair of KidSport Canada.

Participating schools also had the opportunity to enter their KidSport Day Subway Photo Contest with the chance of winning a SUBWAY school lunch and Run, Jump, Throw equipment bags. Below are the 2009 prize recipients:

- Holy Cross (Grand Prize Subway School Lunch Winner)
- Dan Knott (Equipment Bag Valued at \$600)
- West Glen (Equipment Bag Valued at \$400)
- JJ Bowlen (Equipment Bag Valued at \$300)
- Rundle School (Equipment Bag Valued at \$200)

KidSport Day was founded as part of a new provincial initiative created by KidSport Alberta and Athletics Alberta, and is supported by the Premier's Council on Arts and Culture and the Ministry of Culture and Community Spirit. Funding for KidSport Day was made possible by the Alberta Sport, Recreation Parks and Wildlife Foundation and the Subway restaurant chain, who has signed a 3-year commitment to support the program across Alberta.

About KidSport Alberta

KidSport is a national non-profit organization that gets kids off the sidelines and into the game by helping overcome the financial barriers that prevent some young people from participating in sport. Since the launch in 1995, KidSport Alberta has assisted over 31,000 kids to become involved in sports programs who would not have been able to afford to play without the help of KidSport. More than \$5 million has been distributed to assist kids in pursuing their dreams in sports.

For more information on KidSport Day or KidSport Alberta visit www.kidsport.ab.ca or contact:

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